

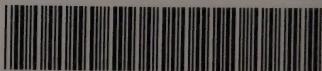
The
IDEAL
LAXATIVE





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*The
Ideal
Laxative*

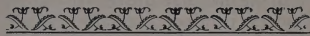
CASCARA
EVACUANT



Parke, Davis & Co.
LONDON, W.1



Part of the stock of cascara bark in P., D. & Co.'s warehouse. The normal quantity exceeds 2,000,000 pounds.



The
Ideal Laxative

CASCARA EVACUANT

CASCARA Sagrada was unknown to medicine until it was introduced by us in 1877. As it fills a very important niche as a tonic laxative, it at once became popular, and since that time we have felt our responsibility in supplying the best preparations of the drug that it is possible to produce.

In the manufacture of satisfactory cascara products certain precautions have to be taken. Only the true *Rhamnus Purshianus* — not *Rhamnus Californica*—will serve the purpose, and this must be properly gathered, handled and dried. The bark is stored in our drug lofts for two years—the object being to eliminate the griping ferment which renders preparations of the green drug undesirable, and to get rid of useless moisture by evaporation.

The manufacturing process demands the exercise of great care, if the resulting product is to be distinguished by excellence. The marked preference for our cascara preparations that has always been so evident can only be explained

by the superior therapeutic efficacy of the products.

Cascara Evacuant differs markedly from the ordinary palatable or "aromatic" preparations of cascara.

The usual processes for making aromatic cascara products involve the use of magnesium oxide or some other alkali to neutralise the bitter principle; and the finished product is in some cases so feeble that manufacturers fortify it by the addition of aloes, rhubarb, podophyllum, senna, or other drugs.

Cascara Evacuant represents prime cascara bark from which all but the merest trace of the bitter

constituent has been removed by a process that in no way jeopardises the activity of the remaining constituents.

It is the most active palatable preparation of cascara on the market. A test will prove that it is nearly twice as active as the ordinary "aromatic" product. Moreover, it represents cascara itself—unfortified by any other laxative or cathartic drug.

The Unique Action of Cascara

It is understood, of course, that cascara sagrada is not primarily a cathartic or purgative in the usual acceptation of these terms. As a

rule, therefore, it should rarely be prescribed in large doses. When complete evacuation of the bowel is desired, other drugs may be employed. Cascara is essentially a tonic laxative, and is the best medicinal remedy known for chronic constipation.

The characteristic effect of cascara is exerted on the longitudinal and circular muscle fibres of the intestinal structure. It mildly stimulates peristalsis and promotes intestinal glandular activity, thus virtually restoring normal function without undue excitation. In short, its effect as a laxative is of the tonic order, a fact that should be borne in mind in the selection of the proper cases and suitable doses of the drug in an attempt to

overcome chronic constipation successfully.

When administered systematically its effect is gradually exerted where it is most required. Furthermore, cascara is perhaps the least objectionable laxative for prolonged use, as it does not create a "cathartic habit," but on the contrary assists the patient in overcoming the need of drug assistance in the regulation of the bowels.

Cascara Evacuant in Chronic Constipation

The dose of Cascara Evacuant ranges from 5 to 30 minims, although 10 or 15 minims will be

found suitable in the majority of cases. For a child under ten years, of age, the dose is 1 to 5 minims.

As a rule, treatment should be started with a moderate dose, preferably given three or four times a day. Small and oft repeated doses are more effective than large doses at long intervals. The thrice-daily dose may be given immediately before or after meals. The quantity should be increased or decreased until the proper amount for the individual patient is obtained—that is, the dosage that will cause one or two normal motions a day. In some of the less resistant cases a single dose at bedtime will suffice.

The important points in the use

of Cascara Evacuant are : adapting the dosage to the responsiveness of the patient, as intimated above, and continuing the treatment over a sufficiently long period to ensure success.

When the dose of Cascara Evacuant has been gradually increased to the point of maximum efficacy, and the desired effect of the drug observed, its use should not be discontinued. Perseverance at this juncture often determines a degree of success that cannot be otherwise attained. Finally, when the constipation habit has been overcome, and a daily normal stool is assured, the dose should not be abruptly broken off, but gradually reduced to prevent a relapse into the former condition.

As an Occasional Laxative

Being so palatable that even infants in arms can take it, and free from reactionary effect in all recommended doses, Cascara Evacuant is frequently prescribed for occasional use, as well as for the treatment of chronic constipation. The dose will, in such cases, range from a minimum of one or two drops, to be repeated once or twice in the twenty-four hours.

As an Ingredient of Mixtures

When prescribing a mixture containing drugs liable to produce constipation Cascara Evacuant is

the ideal ingredient to counteract this effect. In such a mixture—which should not contain any free mineral acid—the small amount of Cascara Evacuant will be practically unnoticed.

Packages

Cascara Evacuant is supplied in bottles of $1\frac{1}{2}$, 4, 8, 16 and 80 fluid ounces.



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